

Communications handbook

User guide – Style

## **User guide – Templates**

User guide – Branding



*Communications handbook – User guide (Templates)*, National VET E-learning Strategy, © Commonwealth of Australia, 2011.

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**This user guide should be used in conjunction with the *Communications handbook*, other user guides and templates**

**Note**

References to the Department of Education, Employment and Workplace Relations should be taken as indicative of whichever federal government department is responsible for hosting NATESE and its key advisory councils, including FLAG.

## Communications handbook and user guides

The *Communications handbook* and its associated user guides should be used to guide the delivery of communications activities endorsed by the Flexible Learning Advisory Group (FLAG). Their purpose is to ensure that Strategy outputs are delivered clearly, consistently and effectively in terms of content (ie key messages) and style. These documents are available from the Secretariat, and any updates will be communicated to internal and external users.

### 1. Templates

The following templates have been developed to ensure that the Strategy is consistently presented.

Template / form	Purpose
Document template	For documents and reports
PowerPoint template	For presentations
CD and DVD examples	Showing how CDs and DVDs should be branded
Email template	For use when emailing Strategy information to your networks
Business card template	Jurisdictions are responsible for ordering and printing costs. These cards are single sided, printed with a glossy 'front' and a 'matt' back. Note: A template is available in the <i>User guide – Branding</i> or from the Secretariat
Advertisement template	For correct branding of advertisements
Media release template	Word template with branding, key messages and contact details
Consent form	Form for obtaining third party consent to reproduce photographs, video and audio; one version for individuals and one for groups

Copies of forms and templates are available from the Secretariat.

## 2. Word documents

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The Strategy template should be used for all Word documents. Please use the following examples and instructions to guide your formatting of Word documents.

### 2.1 Examples

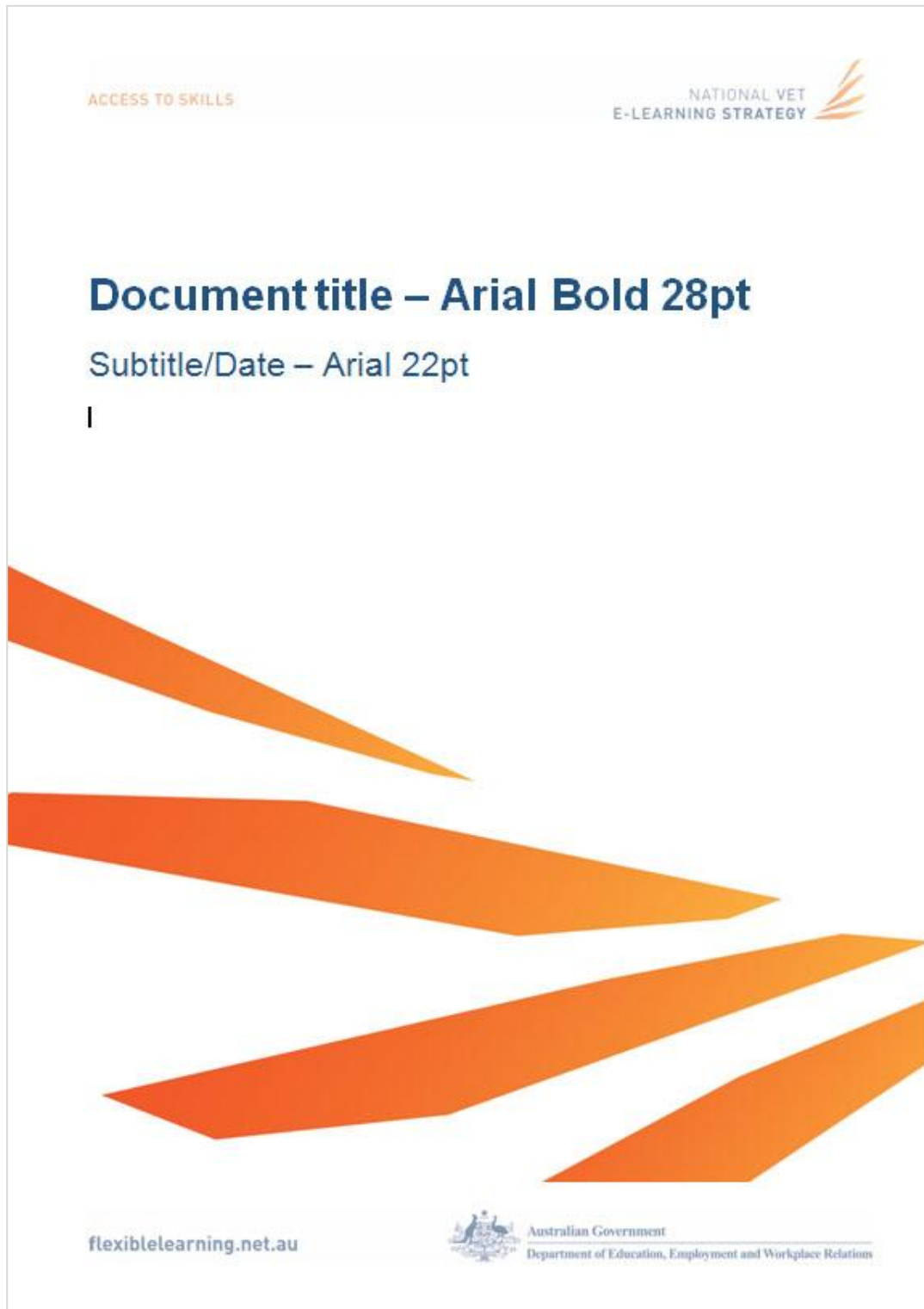
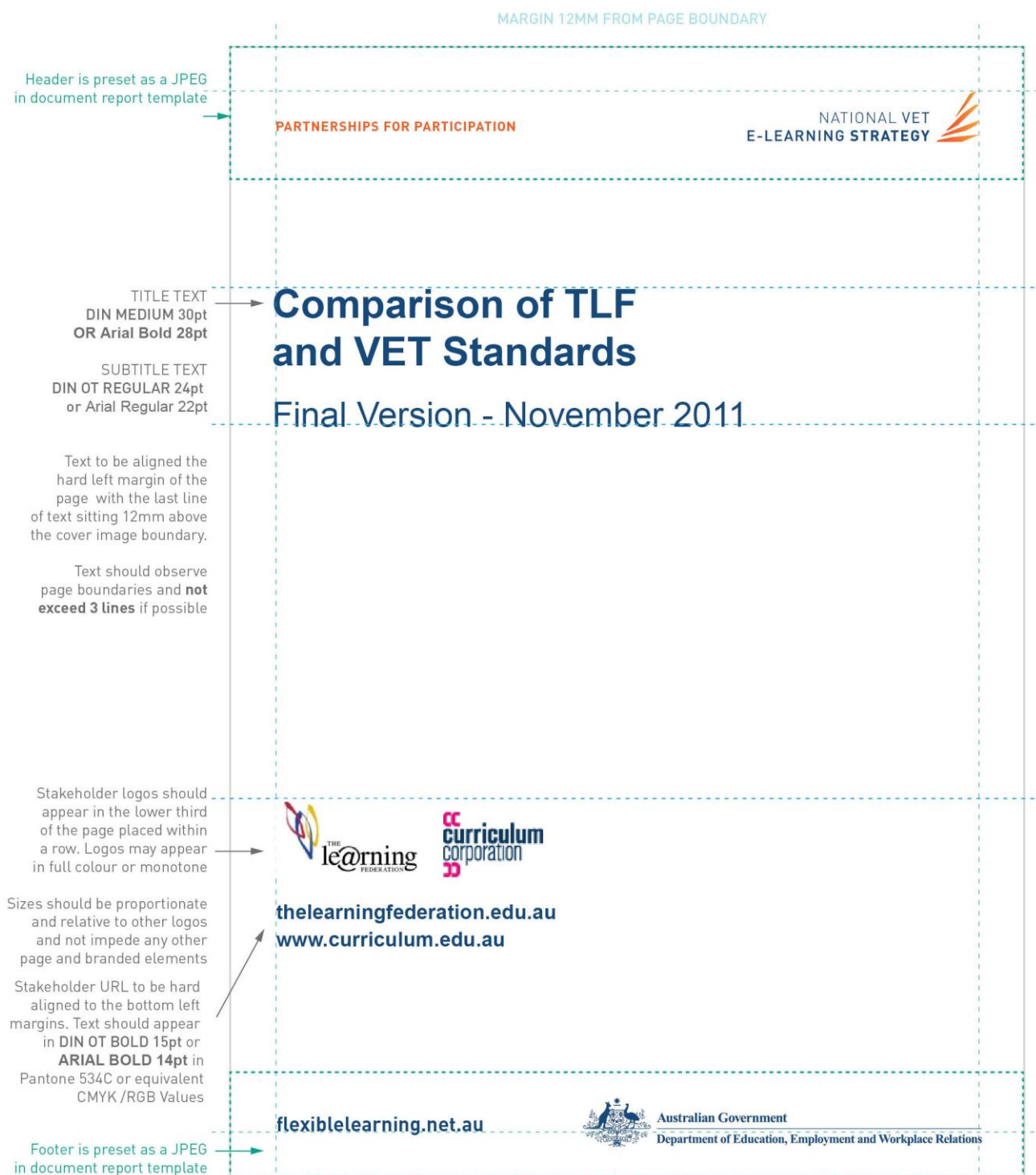


Diagram scaled @ 70% of original size



## INSIDE COVER TEMPLATE SPECIFICATIONS

The report title is inserted in the header of the document and repeats on every page of the document in 8pt Arial font.

The acknowledgement of third parties is included on the inside front cover. The title is in **Arial 14pt bold font**. The text is in Arial 11pt font.

The copyright statement is always included on the inside cover page in 8pt Arial font, left aligned.

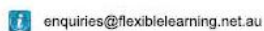
ISBN details (if required) are written in 8pt Arial font, left aligned.

The footer of Strategy documents has the identification statement: National VET E-learning Strategy written in *8pt Arial italicised font*. Page numbers are included bottom right in **Arial 8pt bold font**, using roman numbering prior to the Table of Contents.

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### Copyright notice

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## 2.2 Styles

We suggest using the style function in Word to format the content of your documents. The additional benefit of using a style sheet is that your table of contents can be easily and automatically updated whenever you make any changes to the body of your document.

To create a style sheet for the contents of your document, go to the style function in Word and create each of your headings and body text based on the following font settings:

### Heading 1

- Arial 18 pt bold
- colour: blue RGB - R 31, G 73, B 125
- underlined: orange RGB – R 255, G 128, B 0; 2 ¼ weight
- left aligned
- paragraph formatting 18pt before; 6pt after

### Heading 2

- Arial 14 pt bold, italicised
- left aligned
- paragraph formatting 18pt before; 6pt after

### Heading 3

- Arial 12 pt bold
- left aligned
- paragraph formatting 12pt before; 6pt after

### Body Text

- Arial 11pt regular
- left aligned
- paragraph formatting 0pt before; 6pt after

### Dot point lists

- Arial 11pt regular
- left aligned
- round dots
- paragraph formatting 0pt before; 6pt after

### Table text

- Arial 10pt regular
- left aligned
- paragraph formatting 6pt before; 6pt after

### 3. PowerPoint presentations

The PowerPoint slide template is recommended for general use, although there may be some instances where placing the Strategy logo in the top right corner will be sufficient to prevent 'logo overload'. The Strategy logo must be the dominant brand on slides.

#### 3.1 Styles

Style	Character	Font	Size	Colour
Headings	Presentation title	Arial regular	36 pt	Orange R=255, G=128, B=0 Hexadecimal=ff8000
	Section or subject title		21-30 pt	
Content	Presentation sub-heading	Arial regular	32 pt	Navy (Dark blue – Text 2)  R=31, G=73, B=125 Hexadecimal=1f497d
	Body text		16-28 pt	
	Table text			
	Captions		14 pt	
	Emphasised content (only when essential)	Arial italic	Relative to body content	Accent Blue R = 84, G=141, B=212 Hexadecimal=1f497d
		Arial bold		
	Featured content	Arial italic	22-26 pt	
Arial bold				

#### 3.2 Presentation tips

The following tips will help you design an effective PowerPoint presentation:

- follow the styles in the PowerPoint templates to ensure consistency between and within presentations
- keep your slides clean and simple
- use Arial font in darker colours with bullet points will help people to read your slides
- do not centre text on the slide—set text left
- do not use a font size under 16 pt if you want people to be able to read the screen
- do not place too much information on your slides—instead, use one heading per slide and succinct text which summarises the key point you are making
- use small images—this will ensure the presentation runs smoothly; try to use images with similar colours
- do not present more than one table of information per slide
- colours and backgrounds—the PowerPoint slide template should not be altered and navy blue font should be used; this will ensure viewers aren't confused by flashy colours or hard-to-read text
- use font weights effectively—do not use bold or italic where emphasis not is required
- timing—change your slide every 40-60 seconds and ensure that the text on each slide can be scanned in about 15 seconds.

### 3.3 Examples

GENERIC SLIDE  
TEMPLATE



The generic slide template features a light blue header with the text 'Business Unit Title ONLY' in a dashed box. The main content area is a large dashed rectangle labeled 'Stage (editable area in slide - text, diagrams and images may appear within the boundary)'. The footer includes the URL 'flexiblelearning.net.au', the Australian Government logo, and the text 'Australian Government Department of Education, Employment and Workplace Relations'.

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TEMPLATE  
MODIFICATIONS



Two examples of template modifications are shown. The first is a slide with the heading 'ACCESS TO SKILLS' in orange, with the 'flexiblelearning.net.au' URL and 'NATIONAL VET E-LEARNING STRATEGY' logo in the footer. The second is a slide with the URL 'industry.flexiblelearning.net.au' in the footer, with the 'Australian Government' logo and 'Department of Education, Employment and Workplace Relations' text.

All presentations must have the Strategy branding, [flexiblelearning.net.au](http://flexiblelearning.net.au) URL, and the DEEWR logo. Project-specific presentations may use their heading on the slide eg **Access to Skills**.

Note: Industry PowerPoint presentations can include the [industry.flexiblelearning.net.au](http://industry.flexiblelearning.net.au) URL on the slide.

Joint strategy initiatives (multiple business units) should use the generic Strategy powerpoint template with the [flexiblelearning.net.au](http://flexiblelearning.net.au) URL.

#### Note

- Industry presentations can include the [industry.flexiblelearning.net.au](http://industry.flexiblelearning.net.au) URL on the slide
- Joint Strategy initiatives (multiple business units) should use the generic Strategy PowerPoint template with the [flexiblelearning.net.au](http://flexiblelearning.net.au) URL

#### COVER SLIDE TEMPLATE

NOTE - any stakeholders or supporting parties logos should appear below the presenter's title block.

Logos must be sized appropriately for the space in which they will appear, and cannot detract from the strategy branding.



#### EXAMPLE OF CORRECT APPLICATION OF STYLES IN THE TEMPLATE



## 4. Use of images

When buying or using stock photography and graphic resources, please consider how you are illustrating the Strategy's business activities. As the aim of the Strategy brand is to illustrate e-learning in the context of a professional and proactive education-based initiative, the main concepts to consider when purchasing or designing collateral are as follows.

### 4.1 *The subject matter*

- Applications of technology—putting e-learning into context in various situations, environments and circumstances
- imagery should not appear contrived or faked
- everyday scenarios with a different, or innovative perspective.

### 4.2 *People*

- Shots should be simple and direct
- the people captured can either be looking off camera or giving direct eye contact, but should look natural in their expressions, what they wear and what they are doing
- people should ideally appear to be animated, curious, inquisitive and engaged
- utilising technologies—iPads, computing, mobile technologies, virtual environments (these should be applicable to specific business activities within the Strategy)
- general demographic—all ages and demographics; the Strategy outputs need to be seen as inclusive and accessible to people of all skills and aptitude in using learning-based technologies.

### 4.3 *Composition*

- Contemporary, different and contrary to the norm, lateral angles, appropriate props and backgrounds
- convincing, not unrealistic or parochial, and relevant to the viewer
- relevant to the content in which it will accompany, ie artwork should tie in with graphic interfaces, screen resolution, dot matrixes, video editing software for web etc.

### 4.4 *Examples*

#### Examples of bad choices of images



Image is silly, off-topic and inappropriate to the context of e-learning

#### Examples of good choices of images



Appropriate illustration of technology usage

## 5. For more information

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The FLAG Secretariat is available to assist in interpreting and applying the requirements set out in the *Communications handbook* and associated user guides.

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Email: [flag\\_enquiries@natese.gov.au](mailto:flag_enquiries@natese.gov.au)

Website: [flexiblelearning.net.au](http://flexiblelearning.net.au)